

BT

receiving an inquiry by said purchaser or potential purchaser at said network address;
receiving said unique code from said purchaser or potential purchaser;
obtaining purchaser or potential purchaser information from said purchaser or potential purchaser; and
informing said purchaser or potential purchaser whether said purchaser or potential purchaser has won a prize based on said unique code while said purchaser or potential purchaser is connected at said site.

sub (2)

21.(Amended) A method for product promotion, comprising the steps of:
providing a rebate promotion with a plurality of products or services offered for sale;
providing a unique code with each of said plurality of products or services, said step of providing said unique code including at least one of modification of said products or services, modification of packaging of said products or services, or incorporating a card or piece into packaging of said product or service;
providing information directing purchasers of said products or services to an electronic address;
accepting input of said unique codes from said purchasers;
verifying valid codes of purchasers accessing said electronic address while said purchasers are connected to said electronic address;
providing rebates to purchasers who input valid codes at said electronic address.

22.(Amended) A method for product promotion, comprising the steps of:
providing a product or service for sale;
providing a unique code accompanying said product or service for sale by modification of
said product or service, modification of packaging of said product or service, or
incorporation of a card or piece into said product or service;
providing an electronic address for verifying said unique codes; and
providing at least one of rebate, discount and sweepstakes promotion to purchasers of said
product or service who input a verified unique code at said electronic address
including informing said purchasers of a status of said at least one of said rebate,
discount and sweepstakes promotion while each of said purchasers are connected at
said electronic address.

REMARKS

In a telephone interview with the Examiner on February 23, 2000, the Examiner indicated that the claims 18, 19 and 20 are allowable. The patentable features of claim 18 were reviewed and the Examiner agreed to consider amendments to the remaining claims, specifically claims 1, 21 and 22, with a view to allowance of further claims.

Presented hereinabove are proposed amendments to claims 1, 21 and 22. The claims provide for modification of the product or service, modification of the packaging or incorporation of a card or piece with the product or service, a feature which the Small reference teaches away from. The claims also provide for interactive feedback to the